

**DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA
ADVISORY BOARD**

**Regular Meeting
Wednesday, July 7, 2004 8:00 a.m.**

**Room 2A, Council Work Session Room
Hayward City Hall
777 B Street
Hayward, CA 94541**

The Public Comments section provides an opportunity to address the City Council on items not listed on the agenda. The Council welcomes your comments and requests that speakers present their remarks in a respectful manner, within established time limits, and focus on issues which directly affect the City or are within the jurisdiction of the City. As the Council is prohibited by State law from discussing items not listed on the agenda, your item will be taken under consideration and may be referred to staff.

A G E N D A

- I. Call to Order
- II. Public Comment
- III. Approval of May 5, 2004 Minutes
- IV. Budget Update
- V. New Banner Update
- VI. Discussion of Ideas of a New Promotional Event/Activity
- VII. Adjournment

Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans with Disabilities Act of 1990. Please request the accommodation at least 48 hours in advance of the meeting by contacting Maret Bartlett at 583-4261 or by using the TDD line for those with speech and hearing disabilities at (510) 247-3340.

MINUTES

DOWNTOWN HAYWARD BUSINESS IMPROVEMENT AREA ADVISORY BOARD

General Meeting of Wednesday, May 5, 2004

ATTENDANCE:

BIA Member	Present	Absent
Toni Barcelos	X	
Ned Carleton (Vice Chair)	X	
James Cohen	X	
Aileen Matteson	X	
Belinda Mobley		X
Alice Nguyen	X	
Rod Vargas		X
Doug Vieira	X	
Chris Zaballos (Chair)	X	

VISITORS: Peggy Collett, Hayward Chamber of Commerce
Scott Raty, Hayward Chamber of Commerce

STAFF: Paul Dalmon, Redevelopment Project Manager
Jamie Hurley, Redevelopment Specialist

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- I. **Call to Order:** The Chair called the meeting to order at 8:05 a.m.
- II. **Public Comments:** None.
- III. **Election of Officers:** The Chair nominated Jim Cohen and Rod Vargas to be elected as Chair and Vice Chair, respectively. A vote was taken and passed unanimously.
- IV. **Approval of Minutes:** Mr. Cohen made a motion to accept the minutes of the April 7, 2004, meeting. Mr. Vieira seconded the motion, and it was carried unanimously.
- V. **Budget and Annual Report:** Mr. Dalmon discussed the DBIA budget for FY 2004-05 and presented the Annual Report. He noted that this is the second consecutive year that the collection of assessments increased and that there is no need to borrow from reserve funds for the upcoming fiscal year, as was done in prior years to cover non-recurring expenditures. Mr. Dalmon indicated that the Advisory Board could go back to the City Council at some point during the year for a budget amendment if a new event or promotional activity requiring additional funding is developed by the committee.

Mr. Dalmon responded to member questions about the budget and assessment levels. Mr. Cohen made a motion to recommend to City Council that they approve the budget and Annual report, and Ms. Barcelos seconded the motion. The motion carried unanimously.

- VI. New Banner Update:** The Chair reported that the Banner subcommittee (Matteson, Vargas, and Zaballos) met the previous day to discuss a concept for new banners. They proposed a theme focused on members of the Hayward community. Potential titles for the theme include “Faces of Hayward” or “We Are Hayward”. The banners would have pictures of noted people in the local community (in black & white or a sepia tone) with an image behind them of what they represent. There would likely be 8 to 10 different banners. Examples of the types of persons to be featured include teachers, students, shopkeepers, historic figures, etc. The Board discussed the proposal and responded favorably to it.

The next step is for the subcommittee to meet again before the next regular meeting to flesh out the idea and develop a list of potential candidates. The Chair then mentioned the subcommittee also discussed the possibility of placing the City rosette on the small street signs in the downtown core area in order to further identify the area as the business district. Mr. Dalmon noted that Mr. Hurley is working with Con Agra to have the Cannery water tower repainted with the City rosette on it.

Mr. Dalmon announced that the sidewalks have been scheduled to be steam cleaned just before the first street party, which Ms. Collett said would be held on June 17th.

Mr. Dalmon announced that this is Mr. Vieira’s last meeting, as he will be retiring from the Bank of America very shortly, after spending 39 years with the company. The members expressed their gratitude for his contribution and service to the committee.

- VII. Adjournment:** The meeting adjourned at 8:41 a.m.